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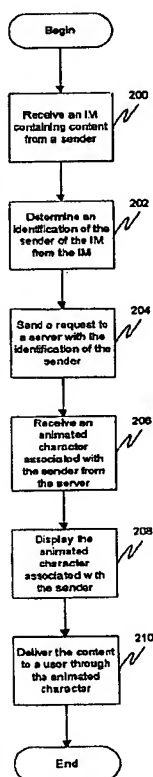
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(54) Title: **ANIMATED MESSAGING**



(57) Abstract: A method and apparatus that allows an animated interactive talking character to appear on a user's screen when conducting an Instant Messaging (IM) session. The character which is displayed on the user's screen is determined by a profile for the sender of the message. This allows a user to pre-select which character will be displayed on the screen of recipients of the instant messages.

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